

IN THE CLAIMS:

Please amend claims 1, 3-4, and 6-8 as follows:

1. (Currently Amended) A liquid crystal display device comprising:

a liquid crystal panel:

a light source for emitting light to be incident on said liquid crystal panel;

a synchronizing unit for synchronizing control of turning on said light source

with data scanning based on image data to be displayed on said liquid crystal panel in each predetermined period; and

a data scanning unit for performing a plurality of times of first-half data scannings and a plurality of times of second-half data scannings within each predetermined period; and

a control unit for turning on said light source between corresponding timings in ~~respective beginning after a scanning of one or a~~ the plurality of times of first-half data scanning scannings begins and one or a ~~before a scanning of the plurality of times of second-half data-scanning within the predetermined period~~ scannings ends.

2. (Original) The liquid crystal display device of claim 1, wherein

the corresponding timing is a substantially intermediate time point in the respective beginning scanning.

3. (Currently Amended) The liquid crystal display device of claim 1,
wherein

a voltage applied to said liquid crystal panel in ~~one or a plurality of times of the~~
first-half data ~~scanning~~ scannings and a voltage applied to said liquid crystal panel in ~~one or a~~
~~plurality of times of the~~ second-half data ~~scanning~~ scannings are equal in magnitude and
opposite in polarity.

4. (Currently Amended) The liquid crystal display device of claim 1,
wherein

a darker display is obtained by ~~one or a plurality of times of the~~ second-half
data ~~scanning~~ scannings compared to ~~one or a plurality of times of the~~ first-half data
~~scannings~~ scannings.

5. (Original) The liquid crystal display device of claim 1, wherein
a brightness distribution of said light source is uneven in a data scanning
direction.

6. (Currently Amended) The liquid crystal display device of claim 5,
wherein

the brightness of said light source is lowest in a center in the data scanning direction and increases from the center toward upstream and downstream sides in the data scanning direction.

7. (Currently Amended) The liquid crystal display device of claim 5, wherein

the brightness of said light source is lowest in a center in the data scanning direction, increases from the center toward upstream and downstream sides in the data scanning direction, and is higher on the downstream side than on the upstream side.

8. (Currently Amended) A liquid crystal display device comprising:
a liquid crystal panel;
a light source for emitting light to be incident on said liquid crystal panel;
a synchronizing unit for synchronizing control of turning on said light source with data scanning based on image data to be displayed on said liquid crystal panel in each predetermined period;-and

a data scanning unit for performing a plurality of times of first-half data scanings and a plurality of times of second-half data scanings within each predetermined period; and

a switching unit for ~~making~~ switching between a first method in which said light source is turned on ~~between corresponding timings in respective beginning~~during a

~~scanning of one or a the plurality of times of first-half data scanning~~ scannings and ~~one or a~~
~~is turned off during a scanning of the plurality of times of second-half data scanning~~
~~scannings~~, ~~within the predetermined period and~~ a second method in which said light source is
turned on ~~between a start timing of beginning~~ when a scanning of one or a the plurality of
~~times of first-half data scanning~~ scannings begins and ~~an end timing of beginning is turned~~
off when a scanning of one or a the plurality of times of second-half data scanning within the
~~predetermined period~~ scannings ends.

9. (Original) The liquid crystal display device of claim 1, wherein
a liquid crystal material for use in said liquid crystal panel has spontaneous
polarization.

10. (Original) The liquid crystal display device of claim 8, wherein
a liquid crystal material for use in said liquid crystal panel has spontaneous
polarization.

11. (Original) The liquid crystal display device of claim 1, wherein
said light source emits light of at least three primary colors, and a color display
is performed by switching the color of light emitted by said light source in a time-divided
manner in synchronism with ON/OFF driving of switching elements.

12. (Original) The liquid crystal display device of claim 8, wherein said light source emits light of at least three primary colors, and a color display is performed by switching the color of light emitted by said light source in a time-divided manner in synchronism with ON/OFF driving of switching elements.

13. (Original) The liquid crystal display device of claim 1, wherein said light source emits light of white color, and a color display is performed by selectively transmitting the light emitted from said light source through color filters of a plurality of colors.

14. (Original) The liquid crystal display device of claim 8, wherein said light source emits light of white color, and a color display is performed by selectively transmitting the light emitted from said light source through color filters of a plurality of colors.